



WCPO

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## ORDER

Print Date 10/29/12

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Flight Dates 10/24/12-10/30/12

Contract / Revision 315657 /

Original Date / Revision  
10/27/12 10/27/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop  
Delaware, OH 43015

Product

OH US SEN JOSH MANDEL 10.24-1

Agency Com 15%

Billing Contact

7669 Stagers Loop  
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 3053

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog     | 100%   |            |          |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          |        |
| UNKWN             | 100%       |        |
| WBQC              | %          |        |
| WCET              | %          |        |
| WCVN              | %          |        |
| WKON              | %          |        |
| WKRC              | %          |        |
| WLWT              | %          |        |
| WPTO              | %          |        |
| WSTR              | %          |        |
| WXIX              | %          |        |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012  | 29         | \$19,592.50 | \$23,050.00  | 0.00   | 10/01/12   | 10/28/12 | 29      | \$19,592.50 | \$23,050.00  |
| November 2012 | 15         | \$12,520.50 | \$14,730.00  | 0.00   | 10/29/12   | 10/30/12 | 15      | \$12,520.50 | \$14,730.00  |
| Totals        | 44         | \$32,113.00 | \$37,780.00  | 0.00   |            |          |         |             |              |

| Ln | Ch    | Start             | End             | Inventory Code                 | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Totals<br>Spots Amount |            |
|----|-------|-------------------|-----------------|--------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|------------------------|------------|
| 1  | WCPO  | 10/24/12          | 10/30/12        | M-F GMTS 6-7a<br>M-F GMTS 6-7a | CM    | 6-7a              | 11111-- | :30         | 5     | \$400.00      | P-3 | 0.00 | NM   | 5                      | \$2,000.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |                        |            |
|    | Week: | 10/24/12          | 10/30/12        | 11111--                        |       | 5                 |         | \$400.00    |       | 0.00          |     |      |      |                        |            |
| 2  | WCPO  | 10/24/12          | 10/30/12        | M-F GMA 7-9am<br>M-F GMA 7-9am | CM    | 7-9a              | 11111-- | :30         | 5     | \$400.00      | P-3 | 0.00 | NM   | 5                      | \$2,000.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |                        |            |
|    | Week: | 10/24/12          | 10/30/12        | 11111--                        |       | 5                 |         | \$400.00    |       | 0.00          |     |      |      |                        |            |
| 3  | WCPO  | 10/27/12          | 10/27/12        | SA GMA 7-8a<br>SA GMA 7-8a     | CM    | 7-8a              | -----S- | :30         | 2     | \$300.00      | P-3 | 0.00 | NM   | 2                      | \$600.00   |



WCPO

Print Date: 10/29/12

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Contract / Revision 315657 Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/27/12/ 10/27/12

Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product OH US SEN JOSH MANDEL Estimate # 3053

| Ln | Ch    | Start             | End             | Inventory Code                           | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|----|-------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|    |       |                   |                 |  |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| 3  | WCPO  | 10/27/12          | 10/27/12        | SA GMA 7-8a<br>SA GMA 7-8a               | CM    | 7-8a           | -----S- | :30 | 2                 | \$300.00    | P-3 | 0.00          | NM   | 2      | \$600.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | -----S-                                  |       |                |         |     | 2                 | \$300.00    |     | 0.00          |      |        |            |
| 4  | WCPO  | 10/27/12          | 10/27/12        | SA GMTS 8-9a<br>SA GMTS 8-9a             | CM    | 8-9a           | -----S- | :30 | 1                 | \$375.00    | P-3 | 0.00          | NM   | 1      | \$375.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | -----S-                                  |       |                |         |     | 1                 | \$375.00    |     | 0.00          |      |        |            |
| 5  | WCPO  | 10/28/12          | 10/28/12        | SU GMTS 8-9a<br>SU GMTS 8-9a             | CM    | 8-9a           | -----S  | :30 | 1                 | \$375.00    | P-3 | 0.00          | NM   | 1      | \$375.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | -----S                                   |       |                |         |     | 1                 | \$375.00    |     | 0.00          |      |        |            |
| 6  | WCPO  | 10/28/12          | 10/28/12        | SU 9-10a<br>SU9-10a                      | CM    | 9-10a          | -----S  | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM   | 1      | \$1,000.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | -----S                                   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| 7  | WCPO  | 10/24/12          | 10/30/12        | M-F 2-3p<br>2-3pm General Hospital       | CM    | 2-3p           | -11-1-- | :30 | 3                 | \$800.00    | P-3 | 0.00          | NM   | 3      | \$2,400.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | -11-1--                                  |       |                |         |     | 3                 | \$800.00    |     | 0.00          |      |        |            |
| 8  | WCPO  | 10/24/12          | 10/30/12        | M-F 5-530p News<br>M-F 5-530p News       | CM    | 5-530p         | 11111-- | :30 | 5                 | \$1,000.00  | P-3 | 0.00          | NM   | 5      | \$5,000.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | 11111--                                  |       |                |         |     | 5                 | \$1,000.00  |     | 0.00          |      |        |            |
| 9  | WCPO  | 10/24/12          | 10/30/12        | M-F 530-6p News<br>M-F 530-6p News       | CM    | 528-6p         | 11111-- | :30 | 5                 | \$1,000.00  | P-3 | 0.00          | NM   | 5      | \$5,000.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | 11111--                                  |       |                |         |     | 5                 | \$1,000.00  |     | 0.00          |      |        |            |
| 10 | WCPO  | 10/24/12          | 10/30/12        | M-F 6-630p News<br>M-F 6-630p News       | CM    | 558-630p       | 11111-- | :30 | 5                 | \$1,000.00  | P-3 | 0.00          | NM   | 5      | \$5,000.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | 11111--                                  |       |                |         |     | 5                 | \$1,000.00  |     | 0.00          |      |        |            |
| 11 | WCPO  | 10/28/12          | 10/28/12        | SU 6-7p News<br>SU 6-7p News             | CM    | 558-7p         | -----S  | :30 | 1                 | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | -----S                                   |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |        |            |
| 12 | WCPO  | 10/29/12          | 10/29/12        | M8-10p Dancing<br>M8-10p Dancing         | CM    | 8-10p          | M-----  | :30 | 1                 | \$4,500.00  | P-3 | 0.00          | NM   | 1      | \$4,500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | M-----                                   |       |                |         |     | 1                 | \$4,500.00  |     | 0.00          |      |        |            |
| 13 | WCPO  | 10/28/12          | 10/28/12        | Sunday Prime A<br>AFHV                   | CM    | 7-8p           | -----S  | :30 | 1                 | \$2,500.00  | P-3 | 0.00          | NM   | 1      | \$2,500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | -----S                                   |       |                |         |     | 1                 | \$2,500.00  |     | 0.00          |      |        |            |
| 14 | WCPO  | 10/24/12          | 10/30/12        | M-SU 11p Late News<br>M-SU 11p Late News | CM    | 11-1135p       | 11111-- | :30 | 5                 | \$900.00    | P-3 | 0.00          | NM   | 5      | \$4,500.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | 11111--                                  |       |                |         |     | 5                 | \$900.00    |     | 0.00          |      |        |            |
| 15 | WCPO  | 10/28/12          | 10/28/12        | M-SU 11p Late News<br>M-SU 11p Late News | CM    | 11-1135p       | -----S  | :30 | 1                 | \$900.00    | P-3 | 0.00          | NM   | 1      | \$900.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|    | Week: | 10/24/12          | 10/30/12        | -----S                                   |       |                |         |     | 1                 | \$900.00    |     | 0.00          |      |        |            |



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| <u>Advertiser</u>          | <u>Product</u>        | <u>Estimate #</u> |
|----------------------------|-----------------------|-------------------|
| Mandel / Republican / US S | OH US SEN JOSH MANDEL | 3053              |

|        |       |                   |                 |  |       |                   |         |     |       |             |     |               |      | Totals |             |
|--------|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|-------------|
| Ln     | Ch    | Start             | End             | Inventory Code                                       | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots  | Amount      |
| 15     | WCPO  | 10/28/12          | 10/28/12        | M-SU 11p Late News<br>M-SU 11p Late News             | CM    | 11-1135p          | -----S  | :30 | 1     | \$900.00    | P-3 | 0.00          | NM   | 1      | \$900.00    |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/24/12          | 10/30/12        | -----S   |       | 1                 |         |     |       | \$900.00    |     | 0.00          |      |        |             |
| 16     | WCPO  | 10/27/12          | 10/27/12        | ABC College Football Pri<br>ABC College Football Pri | CM    | 758-1130p         | -----S- | :30 | 1     | \$1,000.00  | P-8 | 0.00          | NM   | 1      | \$1,000.00  |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/24/12          | 10/30/12        | -----S-  |       | 1                 |         |     |       | \$1,000.00  |     | 0.00          |      |        |             |
| E 17   | WCPO  | 10/30/12          | 10/30/12        | M-F 430am News<br>M-F 430am News                     | CM    | 430-5a            | -T----- | :30 | 1     | \$30.00     | P-8 | 0.00          | NM   | 1      | \$30.00     |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
|        | Week: | 10/24/12          | 10/30/12        | -T-----  |       | 1                 |         |     |       | \$30.00     |     | 0.00          |      |        |             |
| Totals |       |                   |                 |  |       |                   |         |     |       |             |     |               |      | 44     | \$37,780.00 |